

**Council on Postsecondary Education**  
**February 3, 2003**

## **Executive Summary**

2. Are more students enrolling?
3. Are more students advancing through the system?

All postsecondary institutions have submitted their fall 2002 enrollment data and the increase for the public institutions is larger than preliminary estimates. At the time of this mailing, campuses are confirming the data. Final enrollment numbers and updated results for several key indicators calculated from enrollment data will be presented at the February 3 meeting.

The council meeting will feature a brief demonstration of a new Web site profiling educational reform in Kentucky, [www.e4ky.org](http://www.e4ky.org). The e site brings together selected performance indicators from Kentucky's four educational sectors – early childhood education, elementary and secondary education, adult education, and postsecondary education – and allows visitors to explore the full scope of education reform in the state. The Council on Postsecondary Education, the Department for Adult Education and Literacy, the Education Professional Standards Board, the Governor's Office of Early Childhood

Development, and the Kentucky Department of Education provided information for the site.

The *Go Higher, Education Pays* Web portal, a comprehensive Web site to support college going, is under development. It will help people plan for, pay for, and apply to college. The target audiences for the site are middle and high school students, school counselors, parents, and adults who are potential postsecondary education students or in need of skill upgrades and educational opportunities as displaced workers.

The site will allow students to use their high school Individual Graduation Plans to plan for college, provide applications with transcripts to Kentucky's colleges and universities, and offer feedback from an institution about whether courses required for admission are complete and whether the student is admitted.

The site also will offer scholarship searches; virtual campus tours; career planning; coordinated advising; tutoring; news and announcements; and advising for adults to identify career goals, create an education plan, and locate training opportunities and job banks.

The Kentucky Higher Education Assistance Authority is funding this site. Partners in the project are the council, public and private postsecondary

institutions, Kentucky Virtual Library, Kentucky Virtual University, Kentucky Higher Education Student Loan Corporation, Kentucky Department of Education, Kentucky Department of Adult Education and Literacy, and Kentucky Cabinet for Workforce Development. The partners' existing Web initiatives, architecture, and databases will be integrated under one master site, with a single point of entry for students. The XAP Corporation will develop the Web portal and expects to have the first components online by summer 2003.

The *Go Higher, Education Pays* Web site will link closely to KYVU's *Coordinated Advising Network* ("U CAN"), for which the council received a \$400,000 three-year grant from the federal Fund for the Improvement of Postsecondary Education. U CAN will be a network of call centers hubbed at the KYVU that will advise Kentucky's learners on postsecondary education opportunities. U CAN will provide personal interaction and guidance to support learners as they consult and navigate the *Go Higher, Education Pays* site. Together they provide the "high tech-high touch" approach needed to help more people enroll and succeed in college.

At the February 3 meeting, Jack Guthrie, chairman and chief executive officer of Guthrie/Mayes Public Relations, will present the council with two prestigious awards received for work performed as part of its *Go Higher, Education Pays* campaign. The first is a 2002 "Globe Award" from the

Worldcom Public Relations Group, the largest worldwide network of independent public relations firms. The award recognizes excellence in events for public service or government campaigns; in this case, the GO GED rallies and news conferences held May 2001. The second is a "Landmarks of Excellence" award of merit for special events awarded by the Public Relations Society of America/International Association of Business Communicators. Guthrie/Mayes received this award for planning and staging the 2001 GEAR UP Kentucky Expo.

The Council on Postsecondary Education and Northern Kentucky University will co-host a statewide conference on student advising at the Cincinnati Airport Marriott in Hebron, Kentucky, February 20-21, 2003. The conference is a response to results of recent surveys of Kentucky's students and alumni that identified academic and career advising as an area in need of improvement. The conference will allow state advising staff and faculty to learn about successful advising models being used in Kentucky, as well as "best practices" in other states. Dr. Wes Habley, director of the Office of Educational Practices at American College Testing and a national expert on advising, will keynote the event.

Institutions are evaluated annually on their progress in meeting the objectives of *The Kentucky Plan for Equal Opportunities*, which promotes compliance with Title VI of the Civil Rights Act of 1964. An institution's progress toward

achieving the plan objectives determines its eligibility to add new degree programs each year. More institutions qualified for the most favorable category of eligibility for new degree programs in 2003 than in the last three years. More information begins on page 117 of this agenda book.

The Commonwealth's partnership with the United States Department of Education, Office for Civil Rights, ended December 31, 2002. The OCR will officially notify the Commonwealth, in writing, of its status in fulfilling the commitments of the agreement by March 31, 2003. Preliminary indications are that the majority of the commitments have been successfully implemented. However, the Commonwealth is unlikely to be released from the partnership because several key commitments have not yet been completed.

While it is not a part of the partnership agreement with OCR, Kentucky State University and the council are proceeding with the comprehensive assessment of KSU as discussed at the September council meeting. The KSU Comprehensive Assessment Oversight Committee selected Baker & Hostetler, LLP, of Cleveland, Ohio, to complete the assessment of the university's academic programs and the adequacy and use of financial resources. Mr. Raymond Pierce is attending the council meeting and will be available to answer questions.

Additional information about the partnership agreement begins on page 123.